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THIS IS YOUR COMPLETE MERCHANDISING PLAN FOR

WM. POWELL

in

*"The Key"*

WITH THE CELEBRATED STAGE STARS - EDNA BEST & COLIN CLIVE

## Lead-Off Story

### William Powell In A Flaming Romance Amid Irish Revolt

William Powell's latest stellar vehicle for Warner Bros., "The Key," which comes to the theatre on ....., is said to be the most thrillingly dramatic production in which that star has yet appeared.

The play by R. Gore-Browne and J. L. Hardy, on which the picture is based, carried an abundance of thrills, set as it was in the background of Dublin during the last decade, when Irish patriots had aroused the country to flaming revolt.

The plot carries an unusual love triangle in which two British officers, engaged in the suppression of the rebellion, battle for the love of a woman who is the wife of one, but had been the sweetheart of the other.

William Powell has the role of an English officer, a reckless, dare-devil fighter, a gay dog with no scruples about women. He has had an affair with Norah, a part played by Edna Best, who later married one of his fellow officers.

Miss Best battles valiantly to overcome her infatuation for the dashing captain, but when her husband, a part enacted by Colin Clive, is called away on duty, she finds her emotions are too strong for her. The unusual outcome of this triangular love affair is revealed in a smashing and surprising climax.

Hobart Cavanaugh, as the gay captain's dog robber, supplies the comedy element to set off the more dramatic moments of the production. Halliwell Hobbes has the role of the English general in charge of the forces in Dublin while Donald Crisp plays the role of the Irish leader.

Others in the cast include Henry O'Neill, Phil Regan, J. M. Kerrigan and Arthur Aylesworth as Irish patriots, Arthur Treacher, an English lieutenant, and Maxine Doyle, Gertrude Short and Dawn O'Day, three pretty Irish lassies.

The cast as a whole is a talented one and carries several Irish and English actors as well as American players. Michael Curtiz directed the picture from the screen play by Laird Doyle.

## Production Story

### New Film Reunites Edna Best And Clive As Dramatic Lovers

Edna Best and Colin Clive are reunited as screen lovers in the Warner Bros. picture, "The Key," which comes to the theatre on ....., with William Powell in the stellar role.

These two English players, well-known to both London and New York, have not appeared together since both were featured in the London production of Molner's "The Swan." Miss Best played the role created in this country by Eve LeGallienne while Clive had the Basil Rathbone part.

Clive had just closed a Broadway engagement with Katharine Hepburn in "The Lake," and Miss Best had just returned to America from a vacation in England only a few days prior to the start of the picture.

"The Key" is a thrilling drama of romance and adventure set in the momentous days of the Sinn Fein revolt. Hobart Cavanaugh, Halliwell Hobbes, Henry O'Neill, Phil Regan and Donald Crisp, are among those in the cast. Michael Curtiz directed the picture from the screen play by Laird Doyle, based on the play by R. Gore-Browne and J. L. Hardy.

## He's in the Army Now



William Powell assumes a new type of role in Warner Bros.' "The Key." He appears as an English officer of the intelligence squad, assigned to duty in Ireland during the rebellion. Two famous English thespians appear opposite him, namely, Colin Clive and Edna Best. The remaining members of the cast were recruited from the ranks of Hollywood. The film comes to the Strand Theatre.

Mat No. 2—20c

## Production Story

### Cast Of "The Key" Called From Many Parts Of Universe

Actors in "The Key" were rushed to Hollywood from many parts of the globe to take part in the production.

William Powell, the star, was of course already in Hollywood. Edna Best, who appears opposite Powell, reached Hollywood on a Saturday evening and began work Monday morning. Miss Best, the star of such Broadway productions as "Melo," "There's Always Juliet," "The High Road" and "These Charming People," had just arrived from London. "The Key" is the Warner Bros. picture which comes to the theatre on .....

Colin Clive, well-known English actor, also rushed from New York to Hollywood by plane to take a leading role after closing in Katharine Hepburn's starring vehicle, "The Lake."

Arthur Treacher came from England, though he made a brief stop-over at the Hollywood Playhouse, in George K. Arthur's repertory company, before joining the cast of "The Key." J. M. Kerrigan, one of the original Abbey Players from Dublin, came from New York to enter the lists and Maxine Doyle, in her first role under her new Warner contract, had only just arrived in Hollywood from Washington, D. C., where for three and a half years she officiated as mistress of ceremonies at the largest presentation house in the capital.

Philip Regan, newly discovered "crooner," who makes his screen debut in "The Key," arrived in the movie city from New York just a week before the picture started.

Dr. Thomas F. MacLaughlin was called from England to act as technical adviser because he served with the Irish forces during the bloody Sinn Fein uprisings of 1920. Those days supply the background for the picture, which is taken from the play by R. Gore-Browne and J. L. Hardy. Michael Curtiz directed from an adaptation by Laird Doyle.

## Star Story

### William Powell In Uniform For First Time In Six Years

William Powell is in uniform again. He appears as an English army officer in the Warner Bros. picture, "The Key," which comes to the theatre on ....., and is in military costume for practically the duration of the picture.

Time was when Bill Powell and uniforms were almost synonymous, but not for six years has he had on a uniform for motion picture work, and never in a talking picture.

His last appearance in military costume was in "Beau Sabreau" which was released in 1928. In this picture he is an officer of the Foreign Legion. He also appeared in uniform in such pictures as "Beau Geste," "The Last Command" and others.

As Captain Tennant of the British army in "The Key," Powell serves with His Majesty's forces during the uprising of the Sinn Feiners in Dublin in 1920. The picture is a flaming romance set in the turbulent background of the Irish revolt, adapted by Laird Doyle from the thrilling drama by R. Gore-Browne and J. L. Hardy.

Others in the cast include Edna Best, Colin Clive, Hobart Cavanaugh, Halliwell Hobbes, Henry O'Neill, Phil Regan, Donald Crisp and J. M. Kerrigan. Michael Curtiz directed.

## On The Cast

### Clive Glad To Get Rest After Rough Time In Picture

After almost a week of being buffeted around the Warner Bros. lot, in which he was bundled into a grocery cart, his head enveloped in a shawl, dragged through underground passages, imprisoned in a cellar, Colin Clive said he was glad when the company completed "The Key," the picture which comes to the theatre on .....

Hot, bedraggled and dusty, Clive would finish work in the late afternoon only to find he had to work again that evening. The picture was behind schedule. Lost time had to be made up.

It was his first experience with these particular rigors. In his earlier pictures, such as "Journey's End" and "Frankenstein," there was no kidnapings, at least none that involved him. This time he was the victim of hordes of outraged Sinn Feiners in the Dublin Streets. "Rough, but interesting," was how he summed up the experience.

"I'm on my way for a good long rest," he announced when the picture was finished. And he added with a smile, "I hope my next job won't be with a lot of Irishmen. They take their work so conscientiously."

## Colin Clive



Famous English actor, who appears in "The Key," Warner Bros.' dramatic film coming to the Strand. The dashing William Powell is starred.

Mat No. 7—10c

## On The Cast

### Edna Best Tells Of Incidents That Changed Her Life

Edna Best, who has the leading feminine role in the Warner Bros. picture, "The Key," now showing at the ....., Theatre, admits to ten outstanding events that changed the course of her life. They are:

Her stage debut in a revival of "Charley's Aunt" in 1917; her first London hit in the leading role of "The Constant Wife"; the birth of twin sons, at which time she was married to Seymour Beard; her first American appearance in Michael Arlen's "These Charming People," with Cyril Maude. Since that premiere on Broadway she has been a great favorite with American audiences; her marriage to Herbert Marshall—with whom she generally appears on the stage, both here and in England; her movie debut in Galsworthy's "Escape," an English picture; her first appearance in the talkies—in "Michael and Mary" with Herbert Marshall (an English film).

Her sudden desertion of the leading role opposite John Gilbert in a Hollywood picture, in order to rejoin her husband in New York; the Broadway opening of "There's Always Juliet," the most popular of all the plays in which she and Marshall have co-starred, and her decision to make "The Key" for Warner Bros. It is her postponed debut on the American screen.

"The Key" is a thrilling tale of romance and adventure based on the play by R. Gore-Browne and J. L. Hardy, and adapted to the screen by Laird Doyle. It is set in the turbulent days when the Sinn Fein's impassioned uprising set all Ireland ablaze. William Powell has the stellar role while others in the cast include Colin Clive, Hobart Cavanaugh, Halliwell Hobbes, Henry O'Neill and Phil Regan. Michael Curtiz directed.

## On The Cast

### O'Neill Has Sound Gaelic Background For Irish Romance

Henry O'Neill, well-known Broadway actor and now a featured player on the Warner Bros. list, brings a wealth of good Gaelic background to his latest screen role. In "The Key," a stirring romance of the Irish outbreak, now playing at the ....., Theatre, he portrays a philosophical old Sinn Feiner, given to calm, good-natured musings in the midst of stress and gunfire.

O'Neill was born in America, of parents who had just arrived from Ireland, and has visited that country several times.

O'Neill was a member of the original group of players that created the New York Theatre Guild. Their first success was St. John Ervine's "John Ferguson" and for many months he played an important role in this drama of the Ulster countryside.

Later he was one of the founders of the Celtic Players, which took over the Provincetown Theatre in New York. With them, he appeared in Padraic Pearse's "The Singer," T. C. Murray's "Birthright," "The Workhouse Ward" and "The Rising of the Moon" by Lady Gregory and many of the Synge dramas. All of them are a part of Irish literature.

For the first time since he arrived in Hollywood, O'Neill has found a role in "The Key" that measures up to some of those he played in these productions.

"My Irish accent had gone pretty rusty," Henry says. "Now all of a sudden I feel at home again."

William Powell has the stellar role while others in the cast include Edna Best, Colin Clive, Hobart Cavanaugh, Halliwell Hobbes and Phil Regan. Laird Doyle adapted the drama for the screen from the play by R. Gore-Browne and J. L. Hardy. Michael Curtiz directed.

## Sun Never Set on Cast of "The Key"

The sun never set on the Warner Bros. company which produced "The Key" which comes to the theatre on .....

William Powell, the star, is, of course, American. His leading lady, Edna Best, and Colin Clive, the other man in the love triangle, are both English, as is also Halliwell Hobbes, Arthur Aylesworth and Donald Crisp. Henry O'Neill, Phil Regan, J. M. Kerrigan, Arthur Treacher, Maxine Doyle, Gertrude Short and Dawn O'Day are all Irish or Irish descent.

Michael Curtiz, director, is Hungarian, while among the technical crew there were three Irishmen, one Canadian, one German, one New Zealander, an Austrian, a Dane and a Swede, besides several Americans.

The picture is based on a play by two Englishmen, R. Gore-Browne and J. L. Hardy.

## Review

### Powell In Dashing Role In A Dynamic And Colorful Film

Never has William Powell appeared in a more magnetic role than as the dashing army officer in "The Key," which was shown for the first time locally at the Theatre yesterday.

In "The Key" Warner Bros. have managed to combine a most unusual romance with thrilling action, the love interest being set in the turbulent days of the Irish revolt of the last decade when Dublin was the seething battleground of the Sinn Feiners and the British authorities.

Not since "Beau Geste" and "Beau Sabreur" has Powell appeared on the screen in uniform, but he makes a gallant figure in the natty togs of a devil-may-care captain who is a bold fighter and a gay dog with the women with whom he flirts outrageously and successfully.

The star has brilliant support in his leading lady, Edna Best, star of the London and New York stages and of English pictures, although this is her screen debut in America. She is the apex of the triangular love affair, being the wife of one officer and under a strange spell of infatuation for the gay captain whose sweetheart she had been before her marriage. She carries out the role with a finish and polish that bespeaks her long training in stagecraft. Nor does her natural blonde beauty detract from her loveliness and charm in the role of a woman who fought so hard and yet unsuccessfully against her mad infatuation.

Like Miss Best, Colin Clive, the other side of the triangle, first made his stage debut in London although since then he has built up a strong reputation both on the New York stage and in pictures. As the somewhat over-zealous, but intensely human secret service operative, he fights a losing battle to hold the love of his wife until a surprising crisis occurs which opens her eyes to the real worth of "her man."

Hobart Cavanaugh, as Powell's dog robber, furnishes some rare humor which acts as a foil to an otherwise intensely dramatic story. Halliwell Hobbes and Arthur Treacher are excellent in their roles as British army officers as are Henry O'Neill, Phil Regan, Donald Crisp, J. M. Kerrigan and Arthur Aylesworth as Irish patriots and rebels against the English rule. Maxine Doyle, Gertrude Short and Dawn O'Day all carry out their roles as Irish lassies with talented acting.

The picture is filled with thrills, love interest and fast action from start to finish, ably directed by Michael Curtiz, one of Warner Bros. most efficient megaphonists.

## Edna Best



Who makes her debut in Hollywood in the Warner Bros. dramatic film, "The Key." William Powell stars in the picture, which boasts of such players as Colin Clive, Halliwell Hobbes, Hobart Cavanaugh and others. The picture is now on view at the Strand.

Mat No. 4-10c

## Opening-Day

### Unique Love Drama, "The Key" At ...Theatre Today

A strange triangular love drama set in the background of the seething cauldron of the Irish rebellion comes to the Theatre today when the Warner Bros. picture, "The Key," opens for a run, with William Powell in the stellar role.

Powell and Colin Clive, brother officers stationed in Dublin to suppress the rebellion, form two of the sides of the triangle, while Edna Best, the wife of Clive and the former sweetheart of Powell, forms the third.

Clive, a serious minded officer in the secret service, has never completely won the love of his wife, who has a strange infatuation for the gay and dashing captain in the person of Powell. The outcome of this love tangle is one of the big surprises in the picture which is revealed in a thrilling climax.

The picture, which is based on the play by R. Gore-Browne and J. L. Hardy, follows the exploits of the Irish patriots in their uprising of the last decade and the efforts of the British to put down the rebellion. The daring deeds of the Sinn Feiners in their conflict with English officers furnish many a thrill to add to the romance of the film.

Others in the cast include such talented players as Hobart Cavanaugh, Halliwell Hobbes, Henry O'Neill, Phil Regan, Donald Crisp, J. M. Kerrigan, Arthur Treacher, Maxine Doyle, Arthur Aylesworth, Gertrude Short and Dawn O'Day. Michael Curtiz directed the picture from the screen play by Laird Doyle.

## Powell Finally Cast in Role He Really Likes

### Star of "The Key" Thinks Character in His Latest Film Real Human Being

AS a screen success William Powell considers himself a failure. If success is measured by the extent to which one realizes his most cherished desires and ambitions, Bill is the most unsuccessful star in Hollywood. He has impersonated all sorts and conditions of men in the course of his years before the camera, but never once did he get a chance to play a character he really likes until he was cast for the stellar role in "The Key," the Warner Bros. picture which comes to the Theatre on

Bill made his cinema debut as a villain—one of those "sign-the-papers-or-I'll-tear-up-the-cheek" boys. He hated the role but he played it so convincingly that he found himself sentenced to heavy parts for years, with no time off for good behavior.

One day somebody discovered that Bill could make love mighty well in front of the lens. From that moment his villainous record was forgotten and Powell forthwith became a great lover. Despite the fact that he had never thought of himself as a matinee idol and couldn't see why anyone else did, he discharged his new responsibilities with characteristic thoroughness.

#### Great Screen Detective

Just when it looked as if he'd be making love to whatever heroine he chanced to be cast with, for the rest of his days, the studio that employed him found itself with a Philo Vance story on its hands, and not an actor-detective in sight.

Some actors are born to be detectives and others have roles of that kind thrust upon them. Bill Powell was one of the latter. Some executive soothsayer decided that Powell was the ideal Philo Vance, and it was so.

The public agreed with the producers to such an extent that Philo Vance is still one of the most popular roles Powell has ever played. But you can't get any enthusiasm out of Bill about it. He doesn't like the detective type of mind. He dislikes people who know all the answers, whose attitude toward life

## FREAK FACTS... ABOUT FILM FAVORITES

**BILL POWELL**  
HAD TO BORROW \$700. FROM HIS AUNT IN ORDER TO PAY HIS WAY THROUGH THE AMERICAN ACADEMY OF DRAMATICS IN NEW YORK.

**COLIN CLIVE**  
ISA DIRECT DESCENDANT OF LORD ROBERT CLIVE WHO ANNEXED INDIA TO THE BRITISH EMPIRE.

**EDNA BEST**  
FAMOUS BRITISH ACTRESS APPEARING IN "THE KEY" IS THE MOTHER OF TWIN BOYS.

**HALLIWELL HOBBS**  
TWO STRATFORD-ON-AVON BOYS WHO MADE GOOD—ONE IN WRITING—THE OTHER IN ACTING!

WILLIAM SHAKESPEARE

These stars are appearing in the new Warner Bros. drama, "The Key," coming to the Strand Theatre Friday.

Editors like this feature! Readers do, too! So get working on it. It's a swell plug for the picture.

Mat No. 9-20c

## Colin Clive Meets Old School Mate

Colin Clive, celebrated English and American actor, had a surprise in store for him when he stepped onto a set at the Warner Bros. studios preparatory to starting work on "The Key," now showing at the Theatre.

The surprise came in the person of Dr. Thomas F. MacLaughlin, who had been appointed technical supervisor for "The Key," a romance of the Irish rebellion. Clive and MacLaughlin had been school mates in England years ago, attending Stonyhurst, one of the best known boys' schools on the British Isles. They had lost track of each other until they met to work in the same picture at Warner Bros.

## Powell Can't Go High Hat in His Small Car

William Powell thinks he'll go back to big cars. When he started work in "The Key" for Warner Bros., the picture now showing at the Theatre, he substituted two small cars for his Packard. He picked a sedan and a roadster—since he wanted variety.

Variety is what he's got. But now size is beginning to worry Bill. Arriving for work one morning, he grumbled: "Humph, I turned my big car in for a lot of rumbles."

He pointed to the natty little sedan in which his chauffeur had just driven him to the studio.

"And there's another trouble," he complained. "I may not get dressed up often, but when I do I like the job complete. How'm I ever going to wear a high hat in that thing?"

## Famous Biograph Girl In Role of an Extra

A famous star of yester year appeared as an extra on the set at Warner Bros. where they were making scenes for "The Key," now showing at the Theatre, with William Powell in the stellar role. But no one recognized her.

Finally one of the property men who had been in the business for twenty years recalled her and whispered her name to the others. It was Florence Lawrence, known from one end of America to the other in the years 1910 to 1914 as "the Biograph Girl."

## Powell Combines Acting With Architecture

William Powell combined architectural work with acting during the production of "The Key," the Warner Bros. picture now showing at the Theatre. He was personally supervising an extensive remodeling of the old Hobart Bosworth home in Beverly Hills, which he purchased. Four rooms were being added.

## William Powell



Handsome star of the new Warner vehicle, "The Key," exciting drama of the Sinn Fein revolt. Colin Clive and Edna Best are featured in the film.

Mat No. 8-10c

## Clive Has Own Gallery Of Screen Stars

Colin Clive, who has the role of a secret service operative in the Warner Bros. picture, "The Key," which comes to the Theatre on , has his own gallery of screen stars. The well-known British actor has a camera, with which he is thoroughly proficient. During the making of "The Key," he kept it on the set with him and secured many informal portraits of William Powell, Edna Best, Halliwell Hobbes, J. M. Kerrigan and other members of the cast. Clive's Hollywood gallery also includes Boris Karloff, Mac Clarke, Katharine Hepburn, and others.

## Edna Best Makes Bow In American Film

Edna Best, the celebrated English actress who is also well known to Broadway, makes her debut in American films in the Warner Bros. picture, "The Key," which comes to the Theatre on . She has played in many British films, however, and in 1931 came to Hollywood under contract to make a film with John Gilbert. She took a train back to New York before starting the picture and later explained that she was homesick for her husband, Herbert Marshall.

## Many Irish Actors in Dramatic Film of Erin

Having the Sinn Fein uprising of 1920 as its story background, Warner Bros. film, "The Key," which comes to the Theatre on , presents a cast which, appropriately, includes a number of actors whose names connote their Irish ancestry.

They are J. M. Kerrigan, who endeared himself to screengoers as Marion Davies' father in "Little Old New York"; Henry O'Neill, well known New York stage actor recently placed under contract by Warner Brothers; Maxine Doyle, the former mistress of ceremonies at the Earle Theatre, Washington, D. C.; Phil Regan, former New York City detective, who also is a radio star, and Hobart Cavanaugh, noted character actor.

## Edna Best Who Ran Away From Hollywood Now Back

Actress Who Quit Film Set 3 Years Ago Has Leading Role in "The Key"

**S**HE'S five feet tall, or a trifle over; she's blonde; the English bloom of pink and white is on her cheek—and she's still thought of as the girl who ran away from Hollywood.

To Edna Best, who has the feminine lead in the Warner Bros. picture "The Key," which comes to the Theatre on ..... , the episode is already vague. It never seemed particularly important anyway.

"Why on earth," she asks, "do things like that stick longer than anything else you've ever done? It's barely possible other exploits are both more interesting and more important."

Three years ago Miss Best departed suddenly from a John Gilbert set and boarded a train for New York, because she missed her husband, and until this moment, she hasn't worked in Hollywood and hasn't shown what she can do on the American screen.

The prophets were busy placing bets that with the release of "The Key" all that runaway discussion would be forgotten. The more interesting and more important "exploit" will have been recorded.

### Success on the Stage

On the stage Edna Best has registered a half dozen huge personal hits, both in London and New York. Hollywood knows her as a charming hostess, the popular wife of Herbert Marshall—and as the girl who ran away.

Marshall is definitely of Hollywood, since for the past two years he has given more time to pictures than to the stage. But stage achievements in themselves are rather remote from the Beverly Hills consciousness.

"Oh, I like it," Miss Best responded eagerly when questioned about this Hollywood screen debut. "I'm so glad I had a chance to do 'The Key.' And, of course, luck really was with me. Both Bill Powell and Colin Clive are old friends of Herbert's and mine. It was nice to be working with them in my first picture."

Bill Powell and Clive have the two leading male roles in "The Key," a story of the British military in Ireland during the Sinn Fein troubles of 1920.

For anyone who saw "The High Road" or "Melo" or "There's Always Juliet" on Broadway, Edna Best inevitably suggests primroses in a Devonshire lane, tea with the prime minister, the hunt ball of the county season, or a stack of crisp new English novels straight from the publisher. She is any one of these things. She is either town or country. It doesn't matter. Above all else, she is English—impeccably, irretrievably, indelibly—an English gentlewoman.

### Seen in English Films

That is precisely her quality, also, for the screen. In "The Key," amidst the alarms and excursions of revolutionary Dublin, she brings the flavor of a quiet English town. Those primroses in the lane again—and perhaps the table set for tea. "It is," says Michael Curtiz, who directs the picture, "the exact factor that the story needs."

It means nostalgia for all the British officers marooned in the desolate, dangerous Irish city—particularly for William Powell in the role of an English army officer, who has known and loved the lady

### Edna Best Celebrates Birthday at Studio

While working on the Warner Bros. production, "The Key," now showing at the Theatre, Edna Best, leading woman had a birthday. She couldn't celebrate it at home on account of her film work, so she celebrated at the studios. Her eleven months' old daughter was brought to the studio by her nurse. At lunch hour she cut a great birthday cake for the members of the cast and introduced them to her daughter. In "The Key" Miss Best has the role of a wife under the spell of a strange infatuation. William Powell has the stellar role.

## Captain Bill



As a dashing army officer, William Powell adds to his already long list of hits in "The Key," the new Warner film on view at the Strand. Colin Clive and Edna Best are in the cast. The picture is an exciting romance of Ireland at the time of the Sinn Fein revolt.

Mat No. 3—10c

for a brief two weeks in an English seaside village. The story depends on it.

Edna Best was born in Hove, and educated at Brighton. In 1919 she made her first appearance on the stage in the perennial "Charley's Aunt," one of its almost annual revivals. For a time she was in musical comedy in London. Then, in 1925, she registered her first London hit in the title role of "The Constant Nymph." A year or two before she had made her first picture—(British and, of course, silent). It was called "A Couple of Down and Outs" and created, according to Miss Best, "no great flurry."

Later she was seen in the silent screen version of Galsworthy's "Escape," made in England. Her only two talkies have been "The Faithful Heart" and "Michael and Mary," in both of which she co-starred with Herbert Marshall.

Her New York stage debut was in the play dramatized from Michael Arlen's "These Charming People." Afterwards came "The High Road," "Melo," "There's Always Juliet." In the last named comedy, she and Marshall were required to "carry the evening." There were only two other characters in the cast.

"The Key" is the story of a man's devotion and a woman's strange infatuation, set in the background of thrilling adventure during the flaming days when Ireland seethed with revolt. Others in the cast include Colin Clive, Hobart Cavanaugh, Halliwell Hobbes, Henry O'Neill and Phil Regan.

## Clive Tells Legend of Bloody Hand of Ulster

Symbol Painted in Gold on Sets Representing Irish Buildings in "The Key"

**J**UST as it appears on many public buildings in Ireland, the "Bloody Hand of Ulster" is seen in several of the sets constructed for "The Key," the Warner Bros. picture now showing at the Theatre.

Colin Clive, appearing with William Powell and Edna Best in this romance of revolutionary Dublin, is a close student of history, especially British history. On an exterior set during the production of the picture, he explained the significance of the "Bloody Hand."

The set represents a public square in Dublin, during the stormy Sinn Fein days of 1920. British military headquarters, on one side of the square, occupy a huge stone building, presumably several hundred years old. On each side of the entrance way, a stone plaque appears prominently on the wall; and on each stone plaque is a hand, palm open, fingers outstretched, painted in gold.

"That is the symbol of the very heart of the Ulster Irish," said the English actor as he went on to recount its origin.

"In the dark ages, according to Gaelic legend, the clan of O'Neill and a vast Scottish tribe were contesting for supremacy in Northern Ireland. The O'Neills were outnumbered by the Scots but to their standard came many a true-hearted son of the land, in defense of home. They made up in bravery what they lacked in numbers.

"When finally the two factions met in battle at sea, they fought steadily for two days and two nights. But they were so evenly matched that neither won.

"A temporary truce was called and the two leaders met for parley. O'Neill, in fact, entertained the Scottish chieftain at a banquet aboard his war vessel.

"At this banquet it was decided to settle all their trouble by a race. Their galleys would start at a given point and row towards the Ulster coast. The party which first touched the rocks along the coast would have possession. It was to be a race of a dozen miles.

"The two boats were neck and neck the whole way. As they neared the coast, the O'Neill oarsmen could not seem to pull ahead. This, he decided, would never do. So he raised his battle axe and chopped off his own left hand and threw it on the rocks. And that, according to legend, is how the O'Neills saved their land from the Scots."

The hand, painted in gold, is seen on many public buildings in the land—the official badge of Ulster.

"The Key" is a thrilling tale of romance and adventure based on the play by R. Gore-Browne and J. L. Hardy and adapted to the screen by Laird Doyle. It is set in the turbulent days when the Sinn Fein's impassioned uprising set all Ireland ablaze. William Powell has the stellar role while others in the cast include Edna Best, Hobart Cavanaugh, Halliwell Hobbes, Henry O'Neill and Phil Regan. Michael Curtiz directed.

## Bill Powell Now Wants to Work Instead of Play

Star of "The Key" Says His Plan to Retire Is Definitely Abandoned

By William Powell

(Star of "The Key," a romance of the Irish Revolt, which comes to the Theatre on ..... )

**R**ECENTLY I made a discovery. It interests me and at the same time it's a little discouraging.

The other day I read a brief biography of myself, printed somewhere, in which the final line ran like this:

"He will retire and travel as soon as he has enough money."

That isn't true any more.

Suddenly, after years of planning it, I've discovered that I don't want to retire. A curious discovery. I've been so sure I wanted to—and I've been sure for so long. Does that leave me without a "goal"? Maybe it does. I'm not sure.

The travel part of it is all right. I still want to do that—whenever I have the chance. But retire? No. The word is frightening. Just as frightening as being without a "goal." So far as the "goal" goes, I'll have to find a new one. But I don't want to retire.

I don't want to play—just to play. And for years I've thought—"well, when the good grey years set in, I'll spend the rest of my life playing."

### Don't Know How to Play

The horrible truth is that I don't know how to play. I don't know the first thing about it.

By playing I don't just mean the gay bachelor sort of thing—night life and such. I mean play as a profession, play as an object and end in itself. That was what I wanted—some day—though I can see now I was careful never to set a date for myself. I know it's a shameful confession. Some of my unkind friends remark that I should know plenty about it—since I approach work with what they choose to call reluctance. All the same, it's the bald truth.

A year or so ago I went to Europe. I went to play. I thought I knew something about the special technique required for that job. Oh, I was certain of that to the point of smugness.

It was then that the first dread suspicion dawned. There were thousands of people—yes, literally thousands—over there who knew lots more about it than I did. They could play circles around me.

Their golf, their hunting, their clubs, their dinners—these seemed all-sufficient. Apparently nothing more was needed. Nothing even remotely resembling work, which would set off the play and give the value of contrast.

It appeared that they played as a matter of course. I played hard—but as a matter of play. They played gracefully, untiringly. They

made an art of it. But I—well, I wore myself out trying to achieve the same results.

### Bored with Idleness

It was delightful to watch them. They had learned how to do it so completely. It was a thing marvelous to behold. Maybe their grandfathers and grandmothers had been playing like that for centuries. I don't know. Anyway, the environment seemed specially designed for it.

But at the end of one month I was bored. At the end of two, I was fighting an overpowering impulse to return to Hollywood, which I very soon did.

But in the course of the next year or two I forgot all this—or most of it. I was working hard. I began again to envy the people who had nothing to do in life but play.

Then, suddenly, I found another long vacation on my hands. It came between "The Kennel Murder Case" and "Fashions of 1934"—almost three months of vacation. I had made no special plans. I thought: "Ah, three months! Nothing to do. I'll just stay at home and enjoy it." Something like that.

At the end of the three months, I wouldn't for the world have traded my job. Not even for the assurance—the absolute conviction—that, if I wanted to, I could have the next ten years off to play in.

Then when I started work with Edna Best and Colin Clive in "The Key," the Warner Bros. picture of the Sinn Fein outbreak, the conviction grew stronger than ever. Maybe one conviction isn't much to show for all the time I have been working. At least it is a strong one. Just as strong as my belief that a good job is satisfying and a bad job is not.

If suddenly this leaves me without the old goal in life—and apparently it does—well, I'll simply have to find a new goal. Because I don't want to retire.

## Meet the Wife, Bill



Colin Clive does the honors, as William Powell and Edna Best get acquainted. They all appear in "The Key," the Warner Bros. film at the Strand.

Mat No. 6—20c

**DRAMA!...  
ACTION!...  
ROMANCE!**  
AGAINST THE  
BLAZING BACK-  
GROUND OF  
ERIN IN ARMS!

**The Story  
of a Love  
Thief Who  
Was the  
Soul of  
Honor!...**  
Bill Powell as a  
swashbuckling  
soldier of fortune  
who was a dare-  
devil in battle—  
and a devil in love!

**WILLIAM  
POWELL**  
in  
**"THE KEY"**  
Warner Bros.' Hit with  
**EDNA BEST  
COLIN CLIVE**

260 Lines Mat No. 17—20c

### Catchlines

The story of a love thief who was the soul of honor!

\* \* \*

Bill Powell as a swashbuckling soldier of fortune who was a daredevil in battle—a devil in love!

\* \* \*

Romance against the blazing background of Erin in arms!

\* \* \*

Romance—whipped to the white-hot frenzy of a nation in revolt!

\* \* \*

When Irish eyes are flashing death!

**"I COULDN'T TRUST  
MYSELF WITH YOU...  
but I'd never forgive my-  
self for sending you away!"**

The screen laughs at danger to bring you this daredevil drama on a theme the critics said couldn't be touched—not even by the producers of "Public Enemy" and "I Am a Fugitive"!

**WM. POWELL**  
**"The Key"**  
Warner Bros.' Latest Hit with  
the Celebrated Stage Stars—  
**EDNA BEST • COLIN CLIVE** **VITAPHONE  
SHORTS**

**T H E A T R E**

210 Lines Mat No. 16—20c

**T H E A T R E**

**WILLIAM  
POWELL**  
in  
**"THE KEY"**  
Warner Bros.' Latest Hit, with  
the Celebrated Stage Stars—  
**EDNA BEST • COLIN CLIVE**

**THE STORY OF  
A LOVE THIEF  
WHO WAS  
THE SOUL OF  
HONOR . . .**  
Bill Powell as a  
swashbuckling  
soldier of fortune  
who was a dare-  
devil in battle —  
a devil in love!

164 Lines Mat No. 12—20c

HIS GREATEST ROMANTIC ROLE!  
WILLIAM  
**POWELL**  
in  
**"THE KEY"**  
Warner Bros.' hit with  
**EDNA BEST**  
**COLIN CLIVE**




**T H E A T R E**

80 Lines Mat No. 18-10c

**WHEN IRISH EYES ARE FLASHING DEATH! . . .**

The screen laughs at danger to bring you this daredevil drama on a theme the critics said couldn't be touched—not even by the producers of "Public Enemy" and "I Am A Fugitive"!



**WM. POWELL**  
in  
**"The Key"**  
Warner Bros.' Latest Hit, with the Celebrated Stage Stars—  
**EDNA BEST • COLIN CLIVE**

**T H E A T R E**

VITAPHONE SHORTS

276 Lines Mat No. 11-30c

**T H E A T R E**

**THE SCREEN LAUGHS AT DANGER . . .**

to bring you another daredevil drama based on a theme the critics said couldn't be touched—not even by the producers of "Public Enemy" and "I Am A Fugitive"!




Bill Powell at His Romantic Best as a Love Thief who was the Soul of Honor.

**WM. POWELL**  
in  
**"The Key"**  
Warner Bros.' Latest Hit, with the Celebrated Stage Stars—  
**EDNA BEST • COLIN CLIVE**

291 Lines Mat No. 20-30c

**ROMANCE AGAINST THE BLAZING BACKGROUND OF ERIN IN ARMS!**

*Delete*



**WILLIAM POWELL**  
in  
**"THE KEY"**  
Warner Bros.' hit with  
**EDNA BEST**  
**COLIN CLIVE**

**T H E A T R E**

*Delete*

95 Lines Mat No. 19-10c

# advertising

**A DAREDEVIL IN BATTLE... A DEVIL IN LOVE!**

**WM. POWELL**  
**THE KEY**  
 Warner Bros.' Latest Hit, with the Celebrated Stage Stars—  
**EDNA BEST • COLIN CLIVE**

Bill Powell more fascinating than ever in this story of a love thief who was the soul of honor!... Another daredevil drama from Warner Bros. on a theme the critics said couldn't be touched — not even by the producers of "Public Enemy" and "I Am a Fugitive"!

**T H E A T R E**

315 Lines Mat No. 21—30c

**T H E A T R E**

Bill Powell at his romantic best as a love thief who was the soul of honor!

**WILLIAM POWELL**  
 in  
**"THE KEY"**  
 Warner Bros.' hit with  
**EDNA BEST COLIN CLIVE**

130 Lines Mat No. 13—20c

**HIS GREATEST ROMANTIC ROLE!**

**WM. POWELL**  
**"The Key"**  
 Warner Bros.' Latest Hit, with the Celebrated Stage Stars—  
**EDNA BEST • COLIN CLIVE**

58 Lines Mat No. 24—20c

**HIS GREATEST ROMANTIC ROLE!**

**WM. POWELL**  
**"The Key"**  
 Warner Bros.' Latest Hit, with the Celebrated Stage Stars—  
**EDNA BEST • COLIN CLIVE**

56 Lines Mat No. 25—20c

**ROMANCE—WHIPPED TO THE WHITE-HOT FRENZY OF A NATION IN REVOLT!**

● Don't miss Bill Powell in his most glamorous role as a swashbuckling soldier of fortune.

**WM. POWELL**  
 in  
**"THE KEY"**  
 Warner Bros.' Latest Hit with the Celebrated Stage Stars—  
**EDNA BEST • COLIN CLIVE**

138 Lines Mat No. 15—20c

## THE SCREEN LAUGHS AT DANGER...

to bring you another daredevil drama based on a theme the critics said couldn't be touched — not even by the producers of "Public Enemy" and "I Am A Fugitive"!

• Bill Powell at His Romantic Best as a Love Thief who was the Soul of Honor.

WILLIAM  
**POWELL**  
in  
**"THE KEY"**  
Warner Bros.' Latest Hit with  
**EDNA BEST • COLIN CLIVE**  
**T H E A T R E**

456 Lines Mat No. 22—30c

## THEATRE

**THE STORY OF A LOVE THIEF WHO WAS THE SOUL OF HONOR! . . .**  
Bill Powell as a swashbuckling soldier of fortune who was a daredevil in battle—and a devil in love!

WILLIAM  
**POWELL**  
*"The Key"*  
Warner Bros.' Latest Hit, with the Celebrated Stage Stars—  
**EDNA BEST • COLIN CLIVE**

252 Lines Mat No. 28—20c

WM. POWELL  
*"The Key"*  
Warner Bros.' Latest Hit

15 Lines Mat No. 27—10c

WM. POWELL  
*"The Key"*  
Warner Bros.' Latest Hit  
EDNA BEST • COLIN CLIVE

15 Lines Mat No. 26—10c



# production information

## Cast of Characters

Captain Tennant.....	William Powell
Norah.....	Edna Best
Andrew Kerr.....	Colin Clive
Homer.....	Hobart Cavanaugh
The General.....	Halliwell Hobbes
Dan.....	Henry O'Neill
Young Irishman.....	Phil Regan
Conlan.....	Donald Crisp
O'Duffy.....	J. M. Kerrigan
Lieut. Merriman.....	Arthur Treacher
Pauline.....	Maxine Doyle
Kirby.....	Arthur Aylesworth
Barmaid.....	Gertrude Short
Flower Girl.....	Dawn O'Day

## The Story

Andrew Kerr, British intelligence service agent stationed in Dublin to watch the Sinn Fein leaders' activities and to check the rioting which has begun, is madly in love with Norah, his wife. She cares for him but he married her understanding that she really loved another man, now out of her life. Later Captain Tennant, a dare devil and gay dog, is also assigned to Dublin and quartered in the house where the Kerrs are living.

Neither Tennant nor Norah indicate that he is the man with whom she had her love affair. She is still in love with him. Tennant also loves her after his fashion.

Tennant is assigned to search a section of the city for Conlan, leader of the Sinn Fein. He fails to find Conlan and that night the General orders Kerr to relieve Tennant, sending the message with him. Tennant delivers the message and Norah begs Kerr not to go. He refuses to neglect his duty. When he leaves, Tennant immediately makes love to her. The fatal fascination holds and she yields.

Norah and Tennant had expected Kerr to be gone all night, but he rounds up Conlan and returns home early, finding Tennant with his wife. They admit the past but Norah pleads for forgiveness and tells him she has awakened to the fact that she loves him and not Tennant. Kerr's life topples and he goes out on a prolonged spree. The Sinn Fein capture him and send a message to British headquarters saying he will die when Conlan dies. They offer to free him if the British free Conlan.

Tennant goes to the general's headquarters and forges his signature to a pardon for Conlan, who is released. Kerr is then set free by the Sinn Fein.

Tennant confesses his forgery to the general the next morning. The general tells Kerr that Tennant forged the Conlan pardon. Tennant explained that he did it because he realized that Norah was only infatuated with him and really loved Kerr. Hearing of Kerr's release, Norah rushes to her husband's arms as Tennant salutes gallantly and is led away to prison.

## Production Staff

Director.....	Michael Curtiz
Based on play by.....	R. Gore-Browne and J. L. Hardy
Screen play by.....	Laird Doyle
Dialogue Director.....	Frank McDonald
Photography by.....	Ernest Haller
Film Editor.....	Thomas Richards
Art Director.....	Robert Haas
Gowns by.....	Orry-Kelly
Music and lyrics by.....	Allie Wrubel and Mort Dixon
Vitaphone Orchestra conducted by.....	Leo F. Forbstein

## Official Billing

WILLIAM POWELL	100%
in	
"THE KEY"	100%
with	
Edna Best and Colin Clive	60%
Directed by Michael Curtiz	20%
A Warner Bros. and Vitaphone Production	40%



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## Biographies

### Colin Clive

Colin Clive, although the scion of a long line of distinguished Englishmen, was born in St. Malo, France. His father is a colonel in the British army and most of his ancestors were military men. Lord Clive, who subjugated India and placed it under the domination of the British government, is a direct ancestor.

Colin Clive attended Sandhurst, the Royal military college of England which corresponds to West Point, with the expectation of becoming an army officer. A broken knee ended his idea of an army career, however.

Already interested in dramatics, he turned his attention to the stage, making a decided hit in London. Some of his more important plays are "Rose Marie," "Show Boat," "Way of an Eagle" and "Journey's End." His latest production on Broadway was "The Lake" in which he played with Katharine Hepburn.

### Halliwell Hobbes

Halliwell Hobbes was born at Stratford-on-Avon, the English village made famous as the birthplace of William Shakespeare. His first stage appearance was in Glasgow with the F. R. Benson Company, with which he remained three years. He toured South Africa with William Haviland's company in "Romeo and Juliet." Later he appeared in London in "Private Nobody," and in "Hamlet."

He was a captain in the British army during the World War, then returned to the stage, appearing in "Trilby," "In the Night Watch," "Treasure Island" and other plays.

His first talking picture was "Jealousy," with Jeanne Eagles. Other pictures in which he has appeared include "Charley's Aunt," "Bachelor Father," "Five and Ten," "Forbidden," "Courage," "Platinum Blonde" and "All Men Are Enemies."

### William Powell

William Powell was born in Pittsburgh but moved to Kansas City, Missouri, when a boy. He attended the local high school with the intention of preparing himself for the legal profession. He changed suddenly to dramatics when he scored an unexpected hit in a school play.



WILLIAM POWELL  
star of  
"THE KEY"  
at the  
Strand  
Mat No. 1  
10c

Powell enrolled in the American Academy of Dramatic Arts in New York upon graduation from high school, borrowing part of the necessary funds from an aunt for his tuition and ushering in a theatre at night to pay his living expenses. Unable to secure sufficient money for the completion of his course at the dramatic school, Powell went from one job to another until in 1912 he secured a small role in "The Ne'er Do Well" and later a more important part in "Within the Law," which furnished him with some valuable experience and means of livelihood for two years.

After several years in stock and in a number of stage productions, he was cast as the villain in "Sherlock Holmes," his first effort in motion pictures. His recent productions include "Fashions of 1934," "The Kennel Murder Case," "Private Detective 62," "Lawyer Man," "One Way Passage" and "Jewel Robbery."

### Edna Best

Edna Best was born at Hove, England, on March 3, 1900, and educated at Brighton. She made her stage debut in "Charley's Aunt," in 1917 and later scored a memorable hit in "The Constant Nymph."

This was followed by a number of British films. In 1931 she went to Hollywood to make a film but returned to England before it got under way, giving as her reason that she was homesick for her husband, Herbert Marshall.

Her pictures prior to "The Key" are all British productions and include "Escape," "Michael and Mary," "Sleeping Partners," "The Calendar," "Loose Ends," "The Faithful Heart," and "Tilly of Bloomsbury."

## Love Is the Sweetest Thing



William Powell, star of "The Key," making love to Edna Best, talented English actress who plays opposite him. The film is now playing at the Strand.

Mat No. 5-20c

### Donald Crisp

Donald Crisp was born in London and educated at Oxford University. He came to the United States in 1906, and sang in Grand Opera for a year. He then became stage director for Cohan and Harris. He began his screen career with the Biograph, acting for two years and then becoming assistant to D. W. Griffith.

He is a well known director of pictures as well as an actor. Among the pictures in which he played are "Red Dust," "Passport to Hell," "Kick In," "Svengali," "The Pagan," and "The Return of Sherlock Holmes."

### Henry O'Neill

Henry O'Neill was born in Orange, N. J. After graduating from Seton Hall, he decided to try his luck on the stage, having appeared in various amateur and college productions since 12 years of age.

After many discouragements, he was given a minor role with a Newark, N. J., stock company and one engagement led to another until he felt he was ready to try Broadway. His first role there was with the John Ferguson Theatre Guild.

He clicked with Broadway's theatre-goers and for many years was one of the most popular stage actors. Numbered among his many stage hits are "I Loved You

### Hobart Cavanaugh

Hobart Cavanaugh was born in Virginia City, Nevada, but went to California with his parents at an early age. He attended school in San Francisco and the University of California, after which he went on the stage.

He road-showed all up and down the West Coast in "Checkers" which Jimmy Gleason had bequeathed him from the season before. Then he went to New York and was soon on Broadway in such plays as "Irene," "Tangerine," "The Nervous Wreck," "Danger," "Kibitzer," "Remote Control" and "Tomorrow and Tomorrow."

Then he returned to California where he played in "Broadway" and "The Show Off." At this time he was given a contract by Warner Bros.

His pictures include "Harold Teen," "A Very Honorable Guy," "Jimmy the Gent," "I've Got Your Number," "Mandalay," "Merry Wives of Reno," "Convention City," "Hi, Nellie!" "Easy to Love" and "The Kennel Murder Case."

Wednesday," "The Last Mile," "Trick for Trick" and "Conquest."

O'Neill was brought to Hollywood by Warner Bros. and has appeared in "20 Million Sweethearts," "Side Streets," "Journal of a Crime," "I've Got Your Number," "Fashions of 1934," "Massacre," and "From Headquarters."

## Screen Records

WILLIAM POWELL — "Fashions of 1934," "The Kennel Murder Case," "Private Detective 62," "Lawyer Man," "One Way Passage."

EDNA BEST — "Michael and Mary," "Loose Ends," "The Faithful Heart," "Sleeping Partners," "Escape," "Tilly of Bloomsbury."

COLIN CLIVE — "Christopher Strong," "Lily Christine," "Frankenstein," "The Stronger Sex," "Journey's End."

HOBART CAVANAUGH — "A Modern Hero," "A Very Honorable Guy," "I've Got Your Number," "Merry Wives of Reno," "Jimmy the Gent."

HALLIWELL HOBBS — "All Men Are Enemies," "The Feathered Serpent," "Dr. Jekyll and Mr. Hyde," "Six Hours to Live," "HENRY O'NEILL — "Side Streets," "Wonder Bar," "Upper World," "Fog Over Frisco," "Journal of a Crime," "Massacre."

DONALD CRISP — "The Crime Doctor," "Red Dust," "Passport to Hell," "Kick In," "Svengali," "The Pagan," "The Return of Sherlock Holmes."

MICHAEL CURTIZ — Director — "Mandalay," "Jimmy the Gent," "The Kennel Murder Case," "Female," "Goodbye Again," "The Keyhole."

## 25 Ideas Here—Take Your Choice!

### Do You Remember, Dear?

Many newspapers have used contests where they published local news photos of past years' happenings, asking readers to identify them . . . time, place and participants.

Powell and Clive are secret service men in this picture. Secret service men are known to have marvelous memories. They never forget a face. Have your paper publish scenes of local accidents, etc., which were in the paper a year or two previous. Test the readers as to how they would qualify as secret service men. They have to identify the scene, date published and characters. Prizes and passes to winners.

Contest should run for a week previous to opening. New photo each day. If successful, paper might use contest right on through picture's run.

### 28 x 42 Blowups



In full colors: 3 for \$10 or \$3.50 ea.

In black and white: 3 for \$6 or \$2.25 ea.

F.O.B. New York City

NATIONAL STUDIOS, Inc.  
226 West 56th Street, N. Y. C.

### History Quizzer

To pull the school kids, and history teachers — always a sizeable contingent—give 'em an information test. Below are listed a number of questions concerning the Irish rebellion, dealt with in the picture. Prizes of tickets for the best answers to the questions should get a lot of kids working on them, talking about them, and giving you valuable word-of-mouth plugging. Try 'em on these stickers:

1. What do the words "Sinn Fein" mean?
2. What part did Collins play in the Irish rebellion?
3. Who were the Orangemen?
4. Who were the Ulstermen?
5. How did Ulster get its name?
6. What position does Eamon de Valera hold now?
7. What is meant by the phrase "Erin Go Bragh."
8. Where were the skirmishes of the Rebellion fought?
9. Who is Ireland's patron saint?
10. Who is the star of "The Key"?

### OH, THE IRISH...

The picture's locale is Dublin, Ireland. For those territories where this fact offers exploitation possibilities we have included a number of practical suggestions. An appeal to Irish organizations in some locales, however, will react to the detriment of mass business. In this case we suggest no attempt be made in this direction other than a letter to heads of Irish groups.

### The Key—and The Lock

They'll come to your lobby if they think it will pay them! That's good enough reason for resurrecting the key-and-lock lobby gag. A lock placed in display in the lobby. Keys scattered all over town, tagged to explain that if they open the lock, holder of the key will receive tickets. Ten keys to every thousand should open the lock. Tags on all keys carry strong plug for picture.

You can put them up locally if you want. Or if you want the work done for you, keys are available at the following prices: 250—\$5.00; 500—\$8.75; 1M—\$15.00; 3M—\$14.00 per M. Prices include imprint, copy on attached tags, lock, and 10 master keys in each thousand. Order from Economy Novelty Co., 239 West 39th St., New York City.

### Clothes Tie-Ups

Best-dressed man Bill Powell is your lead for numberless haberdashery and men's furnishing tie-ups. Hats, shoes, suits, ties, all types of men's wear can be utilized by planting Powell stills in windows and on counters. Your theatre and playdates will get their plug out of each still, too, by means of an attached card. It's valuable—try it! Tell us your tie-up — we'll send you stills—10c each.

### Diction Contest

Known as possessor of moviedom's finest diction, star William Powell suggests several elocutionary angles. It will pay to tie up with elocution and dramatic teachers, suggesting that they bring their students to hear "the master" deliver his lines. Prominent Columbia professor pronounced Powell as the best male speaker in the movies. That slant, played up to the speakers, should bring plenty of interested, critical visitors to your house. There's even the idea of a diction contest, using Powell as the reason, with local teachers as judges; prizes for best diction.

### Melody Guessing

Tie up with radio station to play a medley of ten Irish melodies, dedicated to your picture. Names of songs aren't mentioned and listeners-in have to send in correct titles. Passes go to correct lists. Music provided by studio orchestra, pianist or theatre organist. Suggested songs are: "When Irish Eyes Are Smiling," "Mother Machree," "Come Back to Erin," "Ireland Must Be Heaven 'Cause My Mother Came From There," "Rocky Road to Dublin," "Tipperary," "Killarney," "The Kerry Dancers," "Green Banks of Shannon." And don't forget "Cottage in Killarney," the song from the picture.

### Amateur Actors

Award prizes for the boy and girl team of amateur actors who best portray a love scene from the picture. Perhaps you can use the radio dramatization. Publicize the contest in dramatic schools, high schools and amateur theatre groups. Tie up with radio station to allow winning team to broadcast.

### Tell the British

Write letters to all British groups and societies in town. Tell them that you're playing a picture with two of the greatest English stage stars in it, namely Colin Clive and Edna Best. Urge them to hold a theatre party to see the picture in a group.

### School Days

Ask principals and history teachers in high schools to assign the subject of the Irish revolution as a weekly composition or essay. Provide passes for best efforts.

### We Are Dressing!

This idea is that William Powell has to be dressed. He's going to a formal party, or to play tennis, or to keep an afternoon tea appointment. He doesn't know which clothes to wear, and wants your readers to select his outfit. From head to foot they should pick it—"Brown Homburg hat, white shirt, maroon tie, etc." Prizes awarded to answers adjudged best by committee of local fashion plates or haberdashery proprietors. You may even be able to get the latter gentry to cooperate with ads reading, "When picking clothes for William Powell, star of "The Key," don't forget the new hats being shown at (name of store)."

### Tall Tales

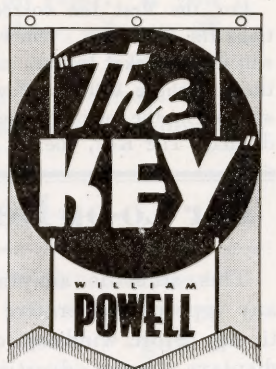
Invite members of the secret service to give interviews concerning their exciting adventures. Try getting photos and comments on the picture from them.

## BANNER DECORATIONS



BANNER (above)—For ends of marquee or instead of swinging signs under marquee. Canvas with stenciled lettering, 6 feet long—36 inches deep. \$2.40 each. On real satin—\$3.35 each.

BURGEE (right)—Two colors on fine duck, 20 x 30 inches—40 cents each.



VALANCE—Order to fit your marquee. Three colors with lettering sewn on fine duck—\$1.20 per yard. Two colors on silkolene—\$1.70 per yard.

Order from M. MAGEE & SONS

140 Fulton Street

New York City

## TUNE OF THE WEEK!

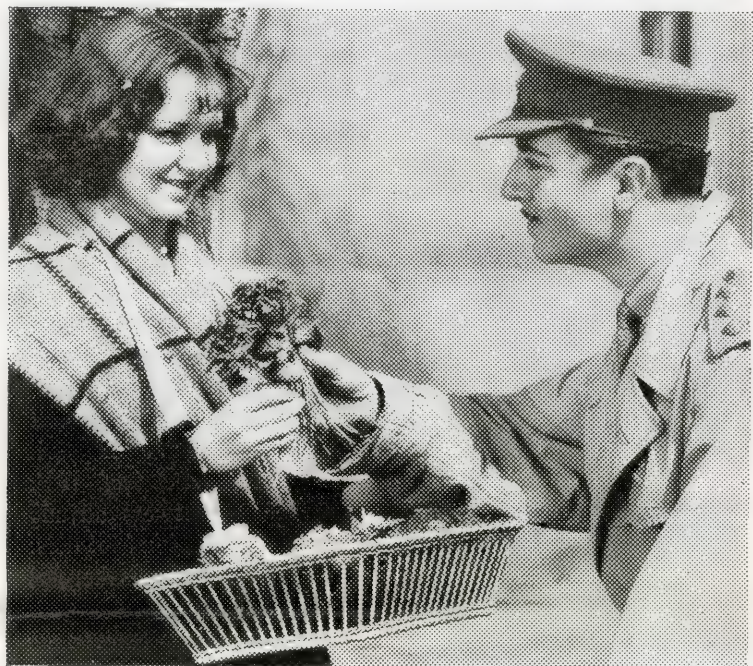
"A Cottage in Killarney" is the name of it, and it's sung twice in the picture. Better jot it down on your cuff now, 'cause you're going to hear a lot of it. Wrubel and Dixon, composers of "Dream Walking", "You're My Everything" and other standout melodies, wrote this one too. Limited number of title pages and window streamers are available gratis from H. Witmark & Sons, publishers. Local bands will like it. If they have not received their orchestrations yet, you can obtain them by writing to—Sam Serwer—1657 Broadway—New York City.

## A CODE for Contestants -Tricky Stuff!

The puzzlers—and there are a lot of 'em—will go for these cipher messages. The key to the solution is tacked on at the end of each story; it's for your use in judging the entries. Three days of stories and cuts—with plenty of popular appeal. You can obtain the three mats as a unit, by ordering Mat No. 10—50c.

(First Day Story)

### Find the Key to This One and Win Theater Tickets



All right, you detectives, can you get the message William Powell is receiving in this scene from "The Key"?

"The Roses are in leaf,  
"Chrysanthemums over northwards look and notice".

The little flower girl handing William Powell a bouquet, to which was attached the above poem, was in reality a secret service operative handing an important assignment to an associate on an important mission.

If you were a secret service operative, how would you decipher the code message?

Almost everyone believes he or she would make a good detective. Here's a chance to find out. The key is simple—anyone with a flair for detective work should be able to solve it.

For the first ten correct solutions the ..... (newspaper) will give a ticket to the ..... theater where William Powell will appear in the new Warner Bros. drama, "The Key," next .....

### For Co-op Deals

This stunt is adaptable to any type of cooperative dealer tie-up. Store windows, counter displays, co-op advertising, it fits everything. For a haberdashery display, use stills or blowups of Powell and the line "If you want 'The Key' to good dressing, use the Tiewell cravats. See William Powell, the best-dressed man, in "The Key" at the Strand Theater." For dairy tie-ups, use the same line changing it to "'The Key' to good health". Same goes for co-op ads. Just one of those gags you can do anything with. . . .

(Third Day Story)

### Last Chance to Win Secret Service Prize By Finding Code Key

Nine	Twenty-six
Twenty-two	Seven
Seven	Twelve
Six	Thirteen
Nine	Twenty-four
Thirteen	Twenty-two

This was the message the famous secret service detective received when he returned to his hidden headquarters.

What were the instructions he received?

If you know the key, send your solution of the code to the Contest Editor of the ..... (newspaper). The first ten people sending in the correctly decoded message will receive a ticket to the ..... theater, where William Powell is appearing in the new Warner Bros. drama, "The Key", a thrilling story of love and life during the last Irish rebellion.

This is the last of a series of three code messages, all of them easy to solve, published to test the detective ability of ..... readers.

It's the last chance to win a free ticket to the ..... theater. This is one of the simplest codes used by secret service operatives. See if you can unravel the cipher.

(Note to Editor—Solution: Each number corresponds to a letter in the alphabet going backwards. A=26, B=25, etc. The message reads "Return at once".)

(Second Day Story)

### Valuable Awards for Finding Secret Code Key

Can you qualify as a secret service man?

William Powell, who plays a secret service man in "The Key" at the Strand, is shown here reading a code message he just received. The message reads,

"The report was 'On being duty bound' by the nine students, tonight!"

Can you find the key to the code and the instructions William Powell received?

For the first ten amateur secret service men (or women), who correctly solve the message, the Strand Theatre will award passes to see the picture.

If you solve the code, which shouldn't be hard if you're a real amateur secret service agent, don't keep it a secret. Send your solution to the Secret Service Editor of the ..... paper, and you may qualify for a pair of passes.

If you aren't successful today, see tomorrow's paper for another code message.

Besides the illustrious Mr. Powell, "The Key" boasts of a cast composed of Colin Clive, Edna Best, Halliwell Hobbes, Hobart Cavanaugh and others. This Warner Bros. dramatic hit is now playing at the Strand Theatre.

SOLUTION: BY CROSSING OUT EVERY OTHER WORD, the note reads, "Report on duty by nine tonight!"



William Powell, star of "The Key," is sponsoring a contest to find keys to secret service codes.

### Irish Humor

"So Pat said to Mike". . . . Irish jokes are always popular. Have your paper run a contest for the best of 'em. They don't have to be original. The good old standbys will do, if they're still funny. Award passes to those published.

### Classified Stunt

Scatter the letters of William Powell's name through the classified section, one letter to each ad. Contestants are to find the key to the classified ads by assembling the letters to form the name of a star coming to your theatre. Prizes and passes to those sending in the correct name with the longest lists of his pictures.

### Erin Go Running!

This variation of the old Hare and Hounds chase is just as sure to draw the entrants as the original game was. In addition, history angle is added lure for school-kids. Gag is to call the teams "Sinn Feiners" and "British Secret Service"—then let the dust settle wherever it can! Details explained in the story below.

(Publicity Story)

### Sinn Fein Chase at Strand Wednesday

A history game guaranteed to have plenty of excitement and thrills for entrants and spectators is the latest plan of the management of the Strand Theatre. On Wednesday afternoon, at 4 o'clock, the Irish rebellion will be reenacted by local volunteers, in a hare-and-hounds chase expected to bring hundreds of participants.

One team will be called the "Sinn Feiners"; the other will be the "British Secret Service." Limits which will be set at the time will be designated as the "The Key." The regular hare-and-hounds rules will be read to all contestants—and the battle will be on!

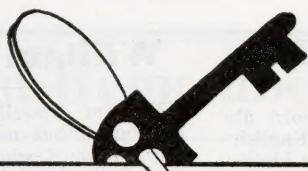
To the winning side the Strand management is offering individual prizes. Full details of the encounter will be given the day of the contest. Clip entry blank below and send it to the "The Key" Editor, care of the News.

"The Key," Warner Bros. sensational new drama of the Irish rebellion, stars William Powell with Colin Clive and Edna Best, as well as a large cast of notables.



Cryptic message, mysterious codes all form part of the thrilling action of "The Key," Warner Bros. thriller starring William Powell.

## Novelty Key Puzzle



### FREE William Powell Puzzle

REMOVE KEY WITHOUT TEARING  
THEN SEE . . . WILLIAM



**POWELL**  
in the greatest role of his career  
**"THE KEY"**

IMPRINT

Try to take the key off this card without tearing the paper. It can be done, but it's a real puzzler. Key angle ties right in with the picture. Swell for giveaways in the theatre or for general distribution.

On heavy colored stock, 3 x 4½ inches. Prices including imprint are: 500—\$7.00; 1M—\$12.50; 3M—\$12.00; 5M—\$11.50 per M.

Order directly from Economy Novelty Co., 239 West 39th Street, New York City.

## They'll Keep a Blotter



Pass these out in schools and offices. Handy shape, size 3¼ x 8 inches, they'll stick on any desk where they're placed. Prices include imprinting.

On colored stock, available at: 1M—\$6.00; 3M—\$5.75; 5M—\$5.50; 10M—\$5.25.

Order directly from Economy Novelty Co., 239 West 39th Street, New York City.

## FREE RADIO SKETCH

Another "can't miss" Warner radio dramatization is available on this picture. Written for fifteen-minute ether-period, parts may be taken by studio staff or local thespians. For your copy, write the Editor, Warner Bros. Merchandising Plan, 321 West 44th Street, New York City.

## Cut-Out Head

The large head of William Powell on the 24-sheet is a cinch for a cutout. Standing about 9 feet high, in brilliant colors, they can't miss it when it's parked in your lobby or over the marquee.

## Key Questions

This puzzle is not too easy, and yet it is not so hard as to prevent a large turnout of folks anxious to capture the ducats. Idea is that folks have to identify the various "key" words. Correct answers after each question are for your use only.

1. What is the collar bone sometimes called? Key bone.
2. What low islands are off the coast of Florida? Key Islands.
3. What Key wrote the Star Spangled Banner? Francis Scott Key.
4. What does the mayor often give a distinguished visitor? Keys to the city.
5. What is Gibraltar called? Key of the Mediterranean.
6. What key opens any door? Skeleton key.
7. What key makes music when it's hit? Piano key.
8. What key do eavesdroppers use? Keyhole.
9. What key makes a living in jail? Turnkey.
10. What key makes everybody laugh? Monkey.
11. How do tone-deaf people sing? Off-key.
12. What key often balks? Donkey.
13. What key has the hardest kick? Whiskey.
14. In what key were doughboys clothed? Khaki.
15. What key was made famous by beer? Milwaukee.
16. What do foreigners call Americans? Yankee.
17. What key is a famous mouse? Mickey.
18. What is Pennsylvania called? The Keystone State.
19. What Warner Bros. picture is coming to the Strand Friday? "The Key."
20. Who is starred in "The Key"? William Powell.

## They Love Parades

Here's a good chance to stage a parade. If you have a large Irish group in town, they'll be glad to march for you. Also try the American Legion, Foreign War Vets and others. Be sure to run it before show time.

## Hero for the Kids

This one's especially for the kids! Bill Powell plays the role in this picture of "a daredevil in battle—a devil in love." The same type of swash-buckling, colorful cavaliers have popped up several times in history. D'Artagnan, Francois Villon, Robin Hood, Sir Henry Morgan—there are lots of 'em. Let the kids choose their favorite character and write 100 words of appreciation for their choice. Tie in by explaining that Powell plays a role of that same type.

## SHOWMAN'S CORNER

**Warner Exploiters Run Photo Contest** By way of Variety, we learn about exploiters who are setting Washington, D. C., afire. Playing "Twenty Million Sweethearts," they ran a Silly Photo contest in the local paper. Daily carried heads of Dick Powell, Ginger Rogers and Allen Jenkins. Idea was to cut out heads and paste them on other photos in that day's paper. Prizes went to funniest composite. Plenty entries reported, including such gags as Powell's face on body of a society dame and Ginger Rogers' head on a cow's body.

—HOW'S THE COOLING SYSTEM?—

**Slide on Wall Used in Sheridan Theatre** Loew's Sheridan Square, in the heart of Greenwich Village in New York, used a slide on the orchestra wall to announce the coming of "Wonder Bar." They reduced the 40 x 60 and made a flashy slide of it. You can do that next time you play a big show, or save money by using the stock slide at your exchange. It's an inexpensive stunt, and sure to be spotted by your patrons.

—THE WARNER TRAILERS SELL YOUR SHOW—

**Ohio Showman Used Kids to Pull Crowds** From Box Office, we hear of a clever Ohio showman who had the cops hot under the collar. Playing "Wonder Bar," he had two boys walk around town, ostensibly marking the streets with theatre attractions. As the guardians of the law saw them stenciling the sidewalks, they hot-footed after them. After nabbing the boys, imagine their embarrassment when they found the lads were using water which left no marks. The big gag lay in the fact that when the rumpus started, a big crowd gathered—and read the sign on the boys' backs, plugging the show.

—ALL SET ON YOUR VITAPHONE SHORTS?—

**Novel Ad Campaign by Grandin Theatre** Epes Sargent in Variety comes through again and reports another grand stunt. Manager of Roanoke, Virginia, Grandin Theatre, used the telephone book to write a novel ad. When holding over a picture, his ad read: "If you don't believe this is a good show, ask any of the following people." Then came a double column list of persons who had viewed the show, followed by addresses and telephone numbers.

—WRITE US ABOUT YOUR STUNTS—

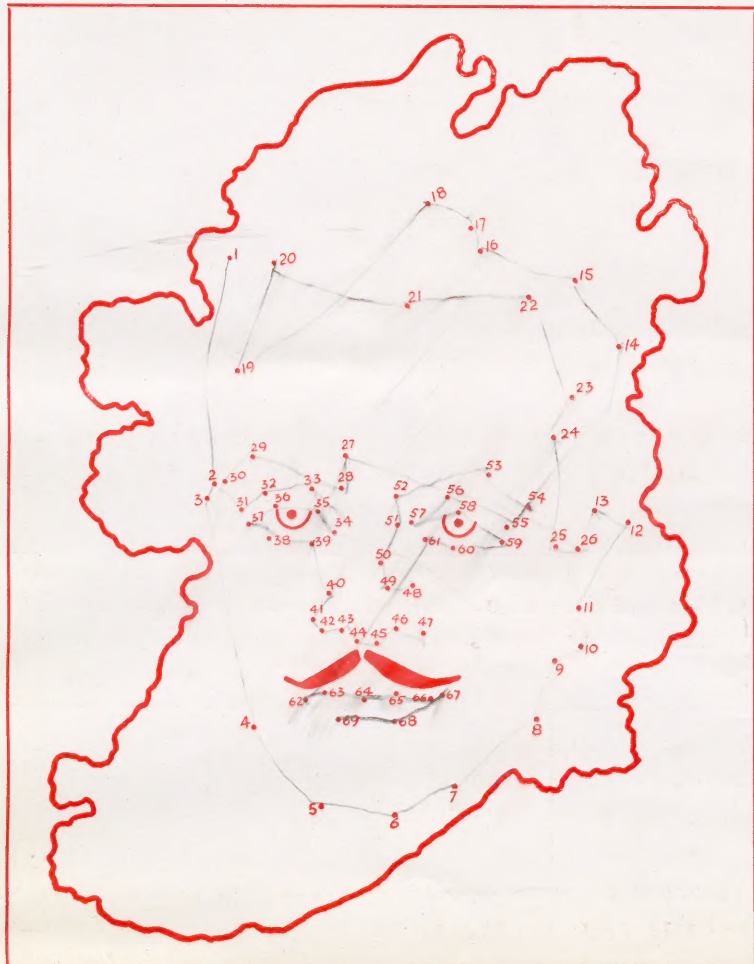
**A Timely Tip to You Concerning Your Time** We've had complaints from theatre-goers throughout the country saying that theatres are all wet concerning their announced schedules. Theatres are often as much as a half or full hour off their right times. If you post timetables in front of your theatre or in the newspapers, check on them. There's nothing that makes for a more dissatisfied customer, than one who comes figuring on just catching the beginning of the feature and then has to sit through most of the show because he was wrongly informed. This misinformation can only be written off as carelessness and all the uniformed and well-mannered ushers in the world can't square it.

# exploitation

## Puzzle—Simple and Sweet!

This one's interesting for youngsters and oldsters alike. Try it and see for yourself—then deliver it to that devil of an editor.

### He's in "The Key"—Who?



Mat No. 14—20c

If you can draw a straight line, you can place the face of a famous motion picture star in the middle of the map of Ireland.

Draw from 1 to 18; from 19 to 26; from 27 to 39; from 40 to 61; from 62 to 69. That's the key to this one!

William Powell, the star of Warner Bros. new romantic drama, "The Key", will appear. The straight line method can be varied to use curves for the face outlines with excellent results.

"The Key" will be shown at the ..... theater on .....

## For Giveaway and Doorknobs



Available in two sizes, for use either as a throwaway or as a doorknob hanger. Perfect tie-up with the title.

On heavy stock, 5 inches long, numbered for contest use, or copy substituted for numbers, priced at 1M—\$4; 3M—\$3.75 per M; 5M—\$3.50 per M; 10M—\$3.25 per M.

For doorknob use, 11 inches long, copy reading downward, priced at: 1M—\$6; 3M—\$5.50 per M; 5M—\$5.00 per M.

Prices include printing and numbering. Order directly from Economy Novelty Co., 239 West 39th Street, New York City.

### Colortone



4 x 5 Colored positive only.....\$2.00  
—Set (pos. and neg.)..... 3.00  
3 1/4 x 4 Colored positive only..... 1.50  
—Set (pos. and neg.)..... 2.25

Order by Number N-322  
NATIONAL STUDIOS, Inc.  
226 West 56th Street, New York

### Sons of Erin

Contact leaders of all Irish organizations with a letter appealing to their Irish spirit and loyalty. Tell them that every true son of Erin should see this picture which shows the war in which Ireland regained its freedom. Also plan short interesting spiel on the picture, stressing its Irish setting, to be given at their meetings. Invite the leaders of the organizations to see a preview of the picture.

## For the Generous

This one-day contest capitalizes on human interest and appeal. Based on the story of the picture, it should be easy to plant. Details explained in story below:

(Publicity Story)

### Annals of Sacrifice Will Be Rewarded By Tickets To Theatre

Who has a sacrifice to record?

Sacrifices did not end with the dawn of civilization, but instead of sacrificing helpless children and unwilling subjects on the altar of Moloch, countless numbers of generous, great-hearted men and women and little children daily sacrifice themselves to duty, to kindness and to charity.

Little Rose, who gave her ice-cream cone nickle to a blind beggar made a real sacrifice, and the mothers who cheerfully deprive themselves not only of the pleasures, but of the necessities of life, that their children might be a little better dressed, or a little more comfortable, are so numerous that they are the rule rather than the exception.

The ..... (newspaper) would like to record the noteworthy sacrifices of the week, and will award a pair of tickets to the ..... Theatre, where William Powell will appear in the Warner Bros. drama, "The Key," to the writers of the five most unique or unusual stories of sacrifices which are sent to the Contest Editor before .....

In "The Key," which is based on incidents of the Sinn Fein insurrection in Ireland, William Powell sacrifices his life to right a wrong done to his friend.

This is an extreme example of sacrifice. There are countless incidents in everyday life.

A pair of tickets will be the prize. Send in your suggestion giving all facts in a letter of not more than 100 words.

## Title Writing

Marlboro cigarettes ran a very successful handwriting contest. Prizes were awarded for the most individual handwriting. Try the same contest with entrants writing "William Powell in 'The Key.'" Run it from theatre with a box in lobby to receive entries. Most individual and unique handwriting gets prize, while runner-ups nab passes. Display handwriting cards in lobby. Copy in lobby, on front, screen and handbills will help.

## Headline Hunting

Consult your newspaper's morgue. You'll find loads of papers from 1920 carrying streamer headlines on the Sinn Fein revolt. Make a display of the papers for your front. Urge patrons to "See 'The Key' for the story behind the headlines."

## Eye Witnesses

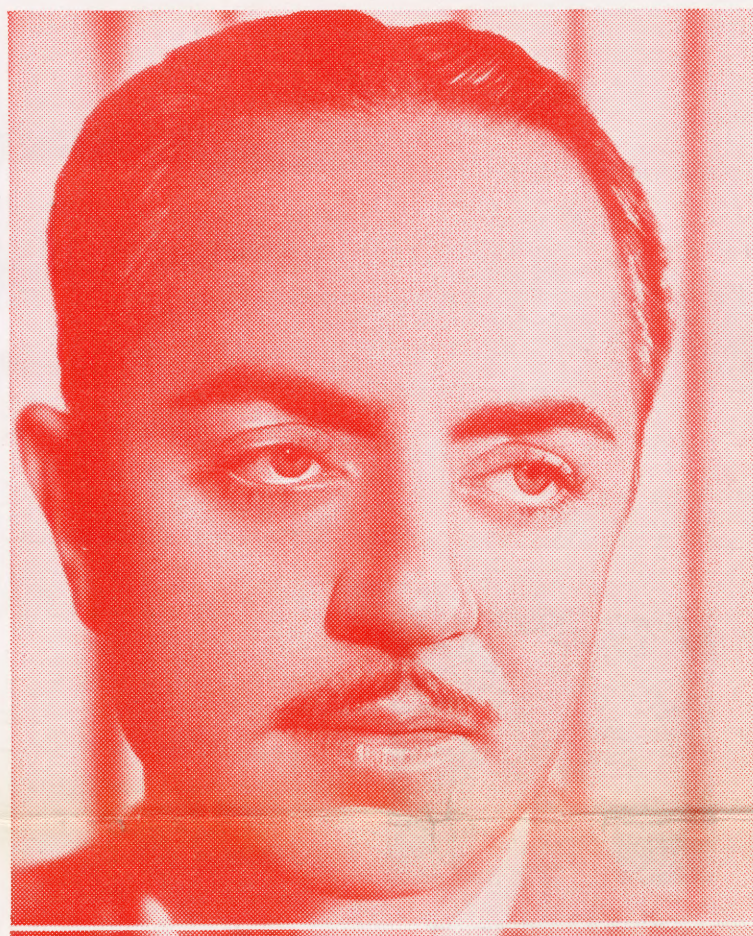
Dig up all Irishers who were in Ireland at the time of the revolt. Invite them to see picture and get their opinions for a feature story, as well as photographic breaks.

## Quick-Change Artists

Simple stunt for the gang who draw moustaches on subway posters. Let 'em play with this, read your plug, toss 'em a couple of passes, and you've done it! Yep! Easy as that.

(Publicity Story)

### Disguise William Powell; Win Tickets to "The Key"



Mat No. 23—20c

Secret service operatives often adopt elaborate disguises in order to invade the haunts of criminals.

Disguising is a real art.

Shown above is the face of William Powell, who portrays the role of a secret service man in the new Warner Bros. drama, "The Key."

How should he disguise himself?

For the best three suggestions

drawn on the face, the (newspaper) will award two tickets to the ..... theatre where Powell will appear as the star of "The Key" on .....

Perhaps he may wear a beard; he may use a wig; he may wear a monocle. There are many ways of effecting a disguise.

What is YOUR idea?

Think up the best plan you can, pencil it on the picture and mail it to the Disguise Contest Editor of the ..... (newspaper) before .....

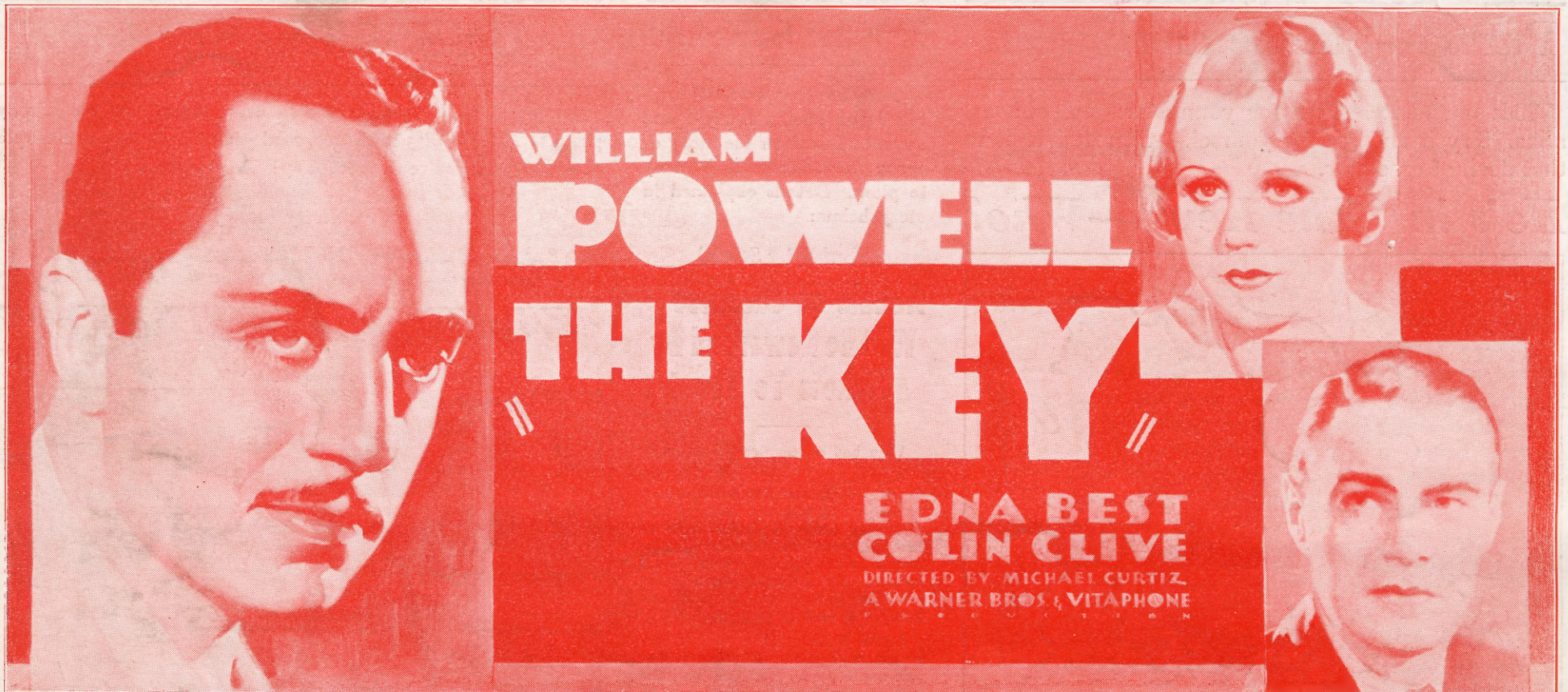
## MORE ON PENNER...

Press-books on "20 Million Sweethearts", "Smarty", and "He Was Her Man" have relayed to you some of the better stunts used in promotion of the Joe Penner comedy series. Since then we've heard of a couple of others which should do the trick:

*Jersey exhib penned a few ducks in his lobby. Quacking, fluttering, stills, and copy got the crowds. Tie-in line: "D'ya wanna buy a duck?"*

*Cornell students in Ithaca, N. Y., staged a successful duck race, with about 150 entrants causing plenty of laughs and excitement. Birds were dropped in lake with prize going to the first one to cross a given line. Winner was disqualified for flying across the line, causing a near-riot. And it can be done on dry land, too.*

# outdoor billing



24 SHEET

DESCRIPTION: Illustrations in full color. Background is medium blue and dark blue. "William Powell" is white. Title is light green. Credits are orange. (Note cutout possibilities of Powell head).



THREE-SHEET

Sliding Scale of Prices for Accessories	
<b>1-SHEETS</b>	
1 to 50.....	15c each
51 to 100.....	13c each
Over 100.....	11c each
<b>3-SHEETS</b>	
1 to 25.....	40c each
Over 25.....	36c each
<b>6-SHEETS</b>	
1 to 10.....	75c each
11 to 20.....	70c each
Over 20.....	65c each
<b>24-SHEETS</b>	
Up to 25.....	\$2.00 each
Over 25.....	1.75 each
<b>WINDOW CARDS</b>	
1 to 50.....	7c each
51 to 100.....	6c each
Over 100.....	5½c each
<b>INSERT CARDS</b>	
1 to 25.....	25c each
26 to 50.....	22c each
51 to 100.....	20c each
Over 100.....	19c each
<b>HERALDS</b>	
1M to 5M.....	\$3.00 per M
Over 5M.....	2.75 per M
<b>LOBBY DISPLAYS</b>	
11 x 14 Photos.....	75c a set (8 in set—colored)
22 x 28 Photos.....	80c a set (2 in set—colored)
Slides.....	15c each
Stills.....	10c each
Midget Window Cards.....	4c each
Merchandising Plans.....	Gratis

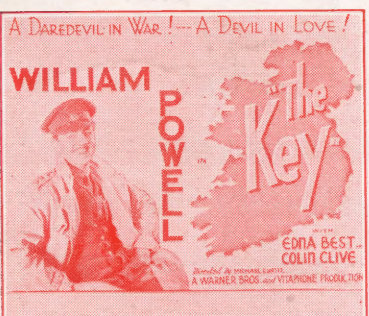
(These prices apply to U. S. only)



INSERT CARD



MIDGET WINDOW CARD



SLIDE



SIX-SHEET



ONE-SHEET and WINDOW CARD

**Scanned from the United Artists collection at the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



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for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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